



Onlineshoes.com Hires New Chief Financial Officer and Vice President of Human Resources

SEATTLE, Wash. – December 4, 2006 - Onlineshoes.com, the nation's first online shoe retailer, has appointed Atsuko Tamura and Debbie Faulkner to its senior executive team.

As chief financial officer, Atsuko Tamura will oversee the company's fiscal performance, develop strategic planning initiatives and build the finance division to ensure continual growth in an ever-evolving industry.

Tamura brings over 15 years of expertise to the position, having recently served as the senior vice president of strategy and marketing at REI where she played a significant role in managing the company's growth. During her tenure at REI, she also held key executive positions in finance, strategic planning and the international division, gaining valuable exposure to all aspects of the company's operations.

Tamura's knowledge of the retail industry dates back to 1984 when she worked at an REI retail store while attending the University of Washington. After earning a bachelor's degree in business administration, she was employed by Ernst and & Young and Microsoft. She returned to REI in 1994 and held a variety of leadership positions as the company expanded their retail stores and rei.com. Tamura is a CPA in the state of Washington.

Debbie Faulkner brings more than 20 years of experience to her new position as vice president of human resources. She will lead the development of the division, overseeing talent recruitment, evolving the employee benefit package, and maintaining an efficient and effective work environment for the rapidly growing company.

Faulkner has extensive knowledge of the e-commerce sector, having recently served as senior director of human resources at drugstore.com. In this position she led an aggressive recruitment initiative, developed an employee performance evaluation system, and also took an active role in the company's mergers and acquisitions. Previously she served as vice president of operations for NEC America, Inc. and vice president of human resources for Active Voice Corporation.

Faulkner received a bachelor's degree in economics and political science from Willamette University and a master's in business administration from Seattle University.

About Onlineshoes.com

Established in 1996, Onlineshoes.com is the nation's first online shoe retailer. With a history that began decades ago in a family-owned corner shoe store, the company is committed to delivering exceptional value and service. Onlineshoes.com offers fashionable, high quality dress, casual and athletic footwear for men, women and kids in more than 24,000 styles and 150 premium brands, as well as athletic apparel and accessories. In addition to price and satisfaction guarantees, customers enjoy free shipping and exchanges every day of the year. For more information, visit www.onlineshoes.com.

###

For more information, please contact:

Elise Chisholm, Edelman Seattle, (206) 268-2270, elise.chisholm@edelman.com